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BOARD OF DIRECTORS MEETING AGENDA
Wednesday, February 17
Embassy Suites, 2501 Conference, 9:00 a.m.

Executive Session:

I. Contracts

Action: Adjourn out of Regular Session and convene into Executive Session for discussion of contracts.

Action Items:

II. Brand 'Re-Alignment'

Action: Consider approval of firm to guide brand re-alignment.

III. Minutes

Action: Consider approval of January NCVB Board meeting minutes.

IV. Financials

Action: Consider receiving January financials and filing for audit.

Discussion Items:

V. Misc. Financial Matters

VI. Executive Director Evaluation

Reports:

VII. Sales Report

VIII. Key Indicators

IX. Key Initiatives

X. City Issues

XI. Developments

XII. Partner Reports

Adjourn: 11:00 a.m.

***MISSION:** The Norman Convention and Visitors Bureau exists to promote the city, to attract overnight meeting, convention, sport and tourism business to the community, and to enhance and contribute to the overall identity and economic well-being of the city.*

The NCVB is the official destination marketing organization promoting Norman as a convention, sports and tourism destination. Annually Norman realizes in excess of \$138 million new dollars to our community through tourism.

BUREAU CALENDAR NOTES

Downtowners Association Visioning Session, Wednesday, February 17, 4:00 p.m.,
Republic Bank

TENTATIVE - City Council Finance Committee, Wednesday, February 17, 5:30 p.m.,
City Hall

ED Out of Office to move, Thursday and Friday, February 18-19

Marketing Task Force, Monday, February 22, 4:00 p.m., CVB Conference Room

ED Out of Office volunteering with Norman Public Schools, Tuesday, February 23

Chamber of Commerce Candidate Forum, Wednesday, February 24, 6:00 p.m., City Hall

Sports Committee, Thursday, February 25, 8:00 a.m., CVB Conference Room

Sooner Centurion Economic Summit, Tuesday, March 2, 9:00 a.m., OU Forum Building

Finance Task Force, Tuesday, March 2, 4:00 p.m., CVB Conference Room

Organization Development Task Force, Thursday, March 4, 4:00 p.m., CVB Conference
Room

Norman CVB Executive Committee, Wednesday, March 10, 8:30 a.m., CVB Conference
Room

City Council Oversight Committee, Wednesday, March 10, 5:30 p.m., City Hall

Norman CVB Board of Directors Meeting, Wednesday, March 24, 9:00 a.m., First
American Bank ***One week later due to ED travel schedule and Spring Break**

FESTIVALS / EVENTS*

Please check www.visitnorman.com

*Events are provided to allow board members the opportunity to attend and give CVB “presence” at local events.